

1 This listing of claims will replace all prior versions, and listings, of claims in  
2 the application.

3 **Listing of Claims**

4  
5 Claim 1 (Currently amended): A method, comprising:  
6 retrieving printing device data from component memory on a first  
7 replaceable component used in a ~~first~~-printing device;  
8 storing the printing device data in a marketing database;  
9 associating the printing device data with the first printing device;  
10 searching the marketing database for a second ~~printing device~~ replaceable  
11 component that meets certain search criteria associated with the printing device  
12 data; and  
13 applying a pre-determined marketing solution for the second ~~printing~~  
14 device replaceable component found to meet the search criteria.

15  
16 Claim 2 (Currently amended): The method as recited in claim 1,  
17 wherein the applying a pre-determined marketing solution further comprises  
18 notifying a customer that uses the ~~second~~-printing device of a product that is  
19 related to the customer's use of the ~~second~~-printing device.

20  
21 Claim 3 (Previously presented): The method as recited in claim 1,  
22 wherein the printing device data further comprises information regarding an  
23 environment of the ~~first~~-printing device and the search criteria includes a printing  
24 device environment criterion.  
25

1  
2 Claim 4 (Currently amended): The method as recited in claim 1,  
3 wherein the printing device data further comprises information regarding first  
4 printing device usage and the search criteria includes a first-printing device usage  
5 criterion.

6  
7 Claim 5 (Canceled)

8  
9 Claim 6 (Previously presented): The method as recited in claim 1,  
10 wherein:

11 the marketing database further comprises quality control data that identifies  
12 problems with certain products when used under certain conditions; and further  
13 comprising:

14 searching the marketing database for a product that is used under a  
15 condition identified by the quality control data.

16  
17 Claim 7 (Currently amended): The method as recited in claim 1,  
18 wherein the search criteria further comprises a particular type or model of [[[a]]the  
19 printing device.

20  
21 Claim 8 (Currently amended): The method as recited in claim 1,  
22 wherein the search criteria further comprises a component of a particular type or  
23 model of [[a]]the printing device.

1        Claim 9 (Currently amended):    The method as recited in claim 1,  
2 wherein the ~~first~~ printing device is a laser printer and the first and second  
3 replaceable components ~~[[is]]~~are ~~[[a]]~~ toner cartridges.

4  
5        Claim 10 (Currently amended):    The method as recited in claim 1,  
6 wherein the ~~first~~ printing device is an inkjet printer and the first and second  
7 replaceable components ~~[[is]]~~are ~~[[an]]~~ ink cartridges.

8  
9        Claim 11 (Currently amended):    The method as recited in claim 1,  
10 wherein the marketing solution is stored in the marketing database and is  
11 associated with the ~~[[first]]~~ printing device.

12  
13        Claims 12-26 (Canceled)